



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

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## *Memorandum*

TO: Operations Committee

DATE: March 7, 2008

FR: Executive Director

W.I. 1223

RE: Contract Amendment – Marketing, Web and Communications Services: Swirl, Inc.

The Bay Area Call Box network is an MTC SAFE project that is run cooperatively with Caltrans and the California Highway Patrol (CHP). As has been previously reported to this Committee, the increased trend of ownership of personal cellular phones has led to sharp declines in call box usage and an increase in the number of calls from cell phones to 911. Because of this trend, MTC SAFE is participating in the development of the Mobile Call Box program. A similar program is already in place in Los Angeles and San Diego. This program will connect drivers who are in need of service with the Call Box Call Answering Center by dialing 5-1-1 from their cellular phones for non-emergency motorist aid service on the freeways as an alternative to calling 911 Emergency Services. The 511 main menu will include a new option for callers to request freeway aid. Callers requesting freeway aid will hear a transfer message that says "If this is an emergency, hang up and dial 9-1-1". They will then be transferred directly to the Call Box Call Answering Center.

MTC has contracted with Swirl, Inc. to provide marketing, web, and communications services for MTC, MTC SAFE and BATA, including services for the Mobile Call Box program. The purpose of this contract amendment is to support the following activities as the program is deployed throughout the region:

1. Develop a marketing plan to educate drivers about the new Mobile Call Box Program (~\$50,000).
2. Implement marketing plan for the Mobile Call Box program (~\$150,000).

Funding for this contract amendment is already included in the approved MTC SAFE's FY 2007-08 budget.

### **Recommendation**

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Swirl, Inc. in an amount not to exceed \$200,000.

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Steve Heminger

SH:JF

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## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract Amendment

Work Item No.:	1223
Consultant:	Swirl, Inc. San Francisco, CA
Work Project Title:	Mobile Call Box Program
Purpose of Project:	Create a marketing plan so users gain awareness of the new Mobile Call Box program as well as familiarity with it's functions and capabilities.
Brief Scope of Work:	Develop and implement a marketing plan to promote the new Mobile Call Box program.
Project Cost Not to Exceed:	\$200,000; Previous Contract = \$5,369,515
Funding Sources:	SAFE
Fiscal Impact:	Funds included in FY 2007-08 SAFE budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Swirl, Inc. to market the Mobile Call Box Program and the Chief Financial Officer is directed to set aside funds up to \$200,000 for such contract amendment.

Operations Committee:

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Sue Lempert, Chair

Approved:

Date: March 14, 2008